

VISTAR MEDIA



Nature's Way, one of the most recognized and trusted dietary supplements brands, sought to promote their line of Sambucus cold and flu products.



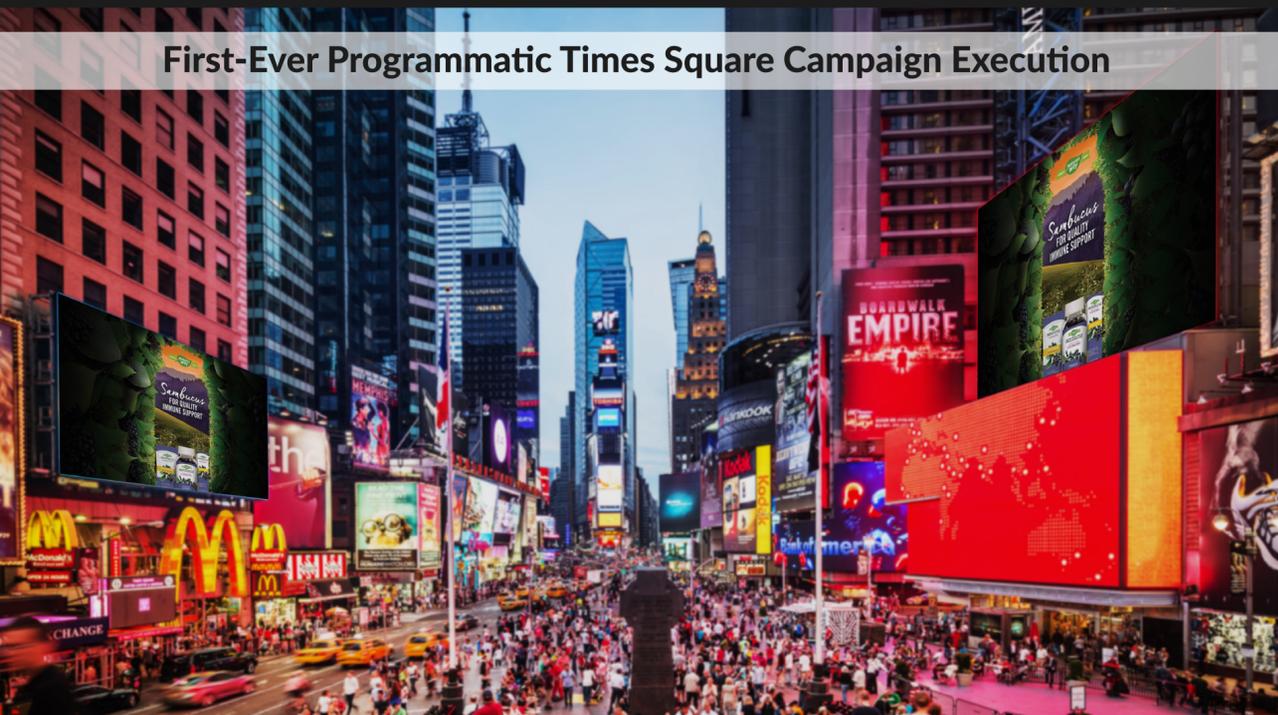
Challenge

Recognizing that consumers often make in-the-moment purchasing decisions for this type of product, Nature's Way wanted to reach consumers in real-life moments when they might be feeling cold and flu symptoms or are looking to buy an immune-support product.

Our Strategy

Combining the contextual relevance of airport inventory with weather targeting and programmatic activation through Vistar, Nature's Way targeted consumers at "immune risk" moments to influence their purchasing decisions in real time.

First-Ever Programmatic Times Square Campaign Execution



How We Got Here:



First-to-Market Solution

Nature's way ran the unique alpha activation in NYC's premier location, Times Square, expanding the brand's footprint with a cutting-edge out-of-home strategy.



Weather Trigger Targeting

IBM Watson's Weather Targeting activated creative messaging only when conditions showed a higher prevalence of seasonal cold and flu symptoms across 33 distinct markets.



Private Marketplace Deals

Nature's Way created a PMP with Clear Channel Airports, tailored to reaching consumers at specific moments when they would be likely to purchase a competitive immune boost product.



Using Vistar Media's DSP, the brand connected in a real-time biddable way to CCO's programmatically-available DOOH inventory for this campaign including high profile spectacles in Times Square for additive exposure and marquee branding, and cumulatively reached over 18 million consumers.

WADE RIFKIN, SVP PROGRAMMATIC, CLEAR CHANNEL OUTDOOR



By the Numbers:

33

DMA Activations

18M

Consumers Reached